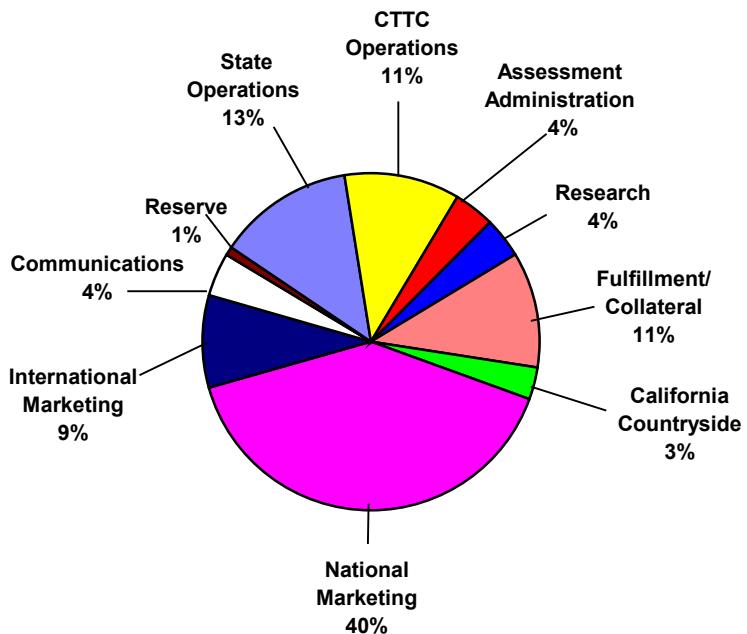


FY 2002/03 CALIFORNIA TOURISM MARKETING PLAN



Program Budget (Proposed '02-03)

Research	\$520,000
California Countryside	410,000
Collateral and Fulfillment	1,412,000
National Marketing/Co-op Budget	5,181,500
International Marketing	1,092,000
Communications/Media Relations	582,000
Reserve	15,025
California Tourism Operations.....	1,756,475
CTTC Operations.....	1,466,000
<u>Assessment Administration</u>	<u>585,000</u>
TOTAL.....	\$13,020,000

NOTE: Because full descriptions of previous year activities are identified in the Annual Report, the FY 2002/03 Marketing Plan does not detail every activity. It describes only major new additions or departures from the previous plan. For details on undescribed activities, refer to the Annual Report.